

# Design Icons: Cambridge Innovation Festival



## Design 4: Event Series



---

## About

**Design Icons: Cambridge Innovation Festival is a celebration of Cambridge design talent taking place throughout February 2012, packing in a high profile exhibition and stacks of design-related events.**

Throughout the festival, Cambridge businesses will have an opportunity to attend a series of networking events which will look at how to incorporate creativity and design into your business practice. Come along to meet and talk directly with a broad spectrum of design professionals in a relaxed and informative environment.

---

---

## Design 4: Enterprise & Start-Ups

---

### **Do you have the right people to grow your enterprise?**

Early-stage businesses succeed by having talented, skilled people working together to effectively develop and build creative products that people want. Design delivers business value with impact from concept development, user experience and translating your innovation, invention or business idea into a marketable product. This session will bring together product & industrial designers, intellectual property experts and investors to provide advice and guidance on your start-up venture or new product ideas.

Date: 1st February 2012, Time: 6-9pm  
Venue: IdeaSpace Enterprise Accelerator,  
3 Charles Babbage Road, CB3 0GT

---

---

## Design 4: Success

---

### **Good design is good for business as famously said by IBM's Thomas Watson, 1956**

Design is emerging as a critical strategic component for all businesses and is now being used to establish corporate identities, to develop brands, and to differentiate products from competition. Understanding the power of design and its ability to transform, add value and act as your best business development and cost saving tool has never been more important. Design 4: Success will illustrate the value Cambridge design can offer your business.

Date: 8th February 2012, Time: 6-9pm  
Venue: IdeaSpace Enterprise Accelerator,  
3 Charles Babbage Road, CB3 0GT

---

---

## Design Icons: Exhibition Launch Party

Cambridge is home to some of the most iconic modern product designs. **Design Icons: Exhibition** is a celebration of Cambridge design talent with the exhibition recognising important products designed in Cambridgeshire over the last 40 years.

Date: 9th February 2012, Time: 6-9pm

Venue: Ruskin Gallery, Cambridge School of Art

---

## Design 4: Manufacture

---

### Embracing design, innovation and technology for efficient product management

Looking to get your product to market or improve manufacturing efficiencies? Effective product manufacturing can be a minefield and the main challenges are often around production design, quality control, packaging, sourcing components, and embedding innovation and new technologies. Design 4 Manufacture will specifically look the key elements in a product's lifecycle that are vital to ensure smooth transition to volume manufacture.

Date: 15th February 2012, Time: 6-9pm

Venue: Institute for Manufacturing, University of Cambridge  
17 Charles Babbage Road, CB3 0FS

---

## Design 4: Communication

---

### For decades, design has been used to convey messages, engage customers and increase sales through clever marketing.

For decades, design has been used to convey messages, engage customers and increase sales through clever marketing. Often where traditional marketing fails designers prove that innovation and creative thinking is a powerful sales tool. Design plays a pivotal role in how your business is presented and understood by existing and potential clients. This session will focus on how you can engage more clients and customers through design and use of creative tools such as your website, graphics and your wider brand and identity.

Date: 22nd February 2012, Time: 6-9pm

Venue: IdeaSpace Enterprise Accelerator,  
3 Charles Babbage Road, CB3 0GT

---

## Design 4: Masterclass

---

### Communicating the Value of Design

With a clear focus on developing skills within the design community, the Design 4: Events Series will finish with a masterclass for design professionals, graduates and start-up businesses on the value of design in innovation and how to communicate externally to your clients and prospective businesses.

Date: 29<sup>th</sup> February 2012, Time: 6-9pm

Venue: LAB 027, Lord Ashcroft Building, Anglia Ruskin University, East Road, CB1 1PT

---

## More

---

### Creative Front Cambridgeshire

Creative Front is a business network for the creative industries, bringing together businesses and professionals across all sub-sectors from computer gaming to fashion design, to raise the visibility, vibrancy and economic strength of the sector in the region. The network is driven by its members, the creative business community. It reports to a Steering Group made up of representatives of our Special Interest Groups (SIGs), Founder Members and funders, to ensure that activity meets members' needs. Creative Front is based at Anglia Ruskin University in Cambridge.

Creative Front Cambridgeshire was chosen by the Design Council to lead Design Icons, which will feed into a national series of design events taking place across the country over the next six months.

### Design Fund for Growth

The Design Fund for Growth has been established by the Design Council to support the use of design for economic growth. The aim of the Fund is to create or strengthen programmes run by intermediary organisations that improve understanding between design, business and technology, and leave behind long lasting legacies.

---

### Kindly supported by:

